

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND the claims in accordance with the following:

1. (currently amended) An advertising server comprising:

a database which registers a supplier ~~for providing a first~~ non-privileged service with a first advertisement and users that have a contract[[s]] with the supplier for the first non-privileged service;

an advertisement preparation unit for preparing ~~an~~ a second advertisement, requested by an advertiser, ~~different from said user~~ to be provide as a second privileged service, and for placing said second advertisement on a Web page so that said second advertisement ~~which is a second service provided as a~~ the second privileged service for users that have the contract with the supplier for the first non-privileged service pursuant to said first service providing contract is viewed; and

an advertisement utilization unit which, in the case when a user is identified as a ~~contractor user~~ that has the contract with the supplier of for the first non-privileged service on the database through the ~~inputted input~~ user information, allows the user to view said second advertisement on the Web page so as to provide the second privileged service ~~which is the privilege service;~~

wherein the second privileged service is provided to the user at an independent time and by a different medium from the first service.

2. (previously presented) An advertising server comprising:

a contractor database that registers contractors that have subscriber contracts with a newspaper dealer;

an advertisement preparation unit for preparing an advertisement requested by an advertiser and for placing said advertisement on a Web page so as to be viewed; and

an advertisement utilization unit which, in the case when a user is identified as a

contractor user on the database through the inputted user information, allows the user to view said advertisement on the Web page as a privilege service provided under said subscription contract;

wherein the advertisement view is provided to the user at an independent time and by a different medium from a delivery of a newspaper.

3. (previously presented) The advertising server according to claim 1, wherein said advertisement preparation unit inputs an electronic medium advertisement from an advertiser and places the resulting advertisement on said Web page, and also converts a medium advertisement from an advertiser to electronic data, and places the resulting advertisement on said Web page.

4. (previously presented) The advertising server according to claim 1, wherein said advertisement preparation unit prepares an advertisement requested by an advertiser or a Web page of the advertiser.

5. (previously presented) The advertising server according to claim 1, wherein, when a user views said advertisement on the Web page, said advertisement utilization unit gives a privilege offered by a newspaper dealer or an advertiser to the user viewing said advertisement.

6. (previously presented) The advertising server according to claim 1, wherein said advertisement utilization unit stores advertisement selection information specified and desired by a user, and delivers an advertisement corresponding to the corresponding advertisement selection information by mail or facsimile.

7. (previously presented) The advertising server according to claim 1, wherein, based upon a linking request specified by a user, said advertisement utilization unit makes a link to the Web page of the advertiser.

8. (previously presented) The advertising server according to claim 1, wherein, based upon a linking request specified by a user, said advertisement utilization unit makes an access to a Web page of the advertiser managed by a newspaper dealer on the same chain in a different area.

9. (previously presented) The advertising server according to claim 1, wherein said advertisement utilization unit automatically edits a Web page dedicated to a user based upon advertisement selection information specified by the user, and stores the resulting data, or downloads the data to the user device.

10. (previously presented) The advertising server according to claim 1, wherein said advertisement utilization unit stores advertisement selection information specified by a user, and upon receiving a visiting request from the user, automatically edits a Web page dedicated to the user based upon said advertisement selection information thus stored, and allows to user to visit the page.

11. (previously presented) The advertising server according to claim 1, wherein said advertisement preparation unit places local information other than advertisements, such as bulletin boards and link collections on said Web page, and said advertisement utilization unit publicizes local information to contractor users and non-contract users of said database.

12. (previously presented) The advertising server according to claim 1, wherein upon receipt of a visiting request from a non-contract user not registered in the database, said advertisement utilization unit presents an application page for newspaper subscriber contract.

13. (previously presented) The advertising server according to claim 1, wherein said advertisement utilization unit retrieves contractor users who need to update the contract from the database, and displays the necessity of updating the contract at the time of visiting said Web page.

14. (previously presented) The advertising server according to claim 1, wherein based upon a request for preparation of a guide map including the current position specified by a user and the destination indicating the advertiser, said advertisement utilization unit prepares the guide map indicating a route from the current position to the destination, and publicizes the guide map in said Web page, or downloads it to the user device.

15. (previously presented) The advertising server according to claim 1, wherein said advertisement utilization unit transmits an ordering request for an advertised commodity from a user to the advertiser's device as ordering information, and after the transmission, manages

processes from delivery to receipt of the ordered commodity.

16. (previously presented) The advertising server according to claim 1, wherein based upon the request from the user, said advertisement utilization unit prints an advertisement placed on said Web page on paper media, and distributes the resulting advertisement.

17. (previously presented) The advertising server according to claim 1, wherein said advertisement utilization unit registers visiting information of the user for each advertisement visit, surveys the advertisement utilization state by retrieving said database after a lapse of a predetermined period from the publish of the advertisement, and informs the advertiser's device of the results of the survey, and determines and settles an advertisement publishing fee based upon the results of the survey.

18. (currently amended) An advertising method using a server, comprising:

registering in a database a supplier for supplying a first non-privileged service and users having contracts with the supplier for the first non-privileged service;

preparing an advertisement requested from the advertiser different from said users and placing the advertisement in a Web page so that the advertisement, which is a second service provided as a privilege service for users having contracts with the supplier for the first non-privileged service, ~~pursuant to said first service privilege contract~~ is viewed; and

allowing in the case when a user is identified as a contractor user of said first non-privileged service on the database through the inputted user information, the user to view the advertisement on said Web page so as to provide said second service which is the privilege service;

wherein the second service is provided to the user at an independent time and by a different medium from the first service.

19. (currently amended) A program characterized by allowing a computer functioning as a server to execute:

registering in a database a supplier for supplying a first non-privileged service and users having contracts with the supplier for the first non-privileged service;

preparing an advertisement requested from the advertiser different from said users and placing the advertisement in a Web page so that the advertisement, which is a second service provided as a privilege service for users having contracts with the supplier for the first non-

privileged service, pursuant to said first service privilege contract is viewed; and

allowing, in the case when a user is identified as a contractor user of said first non-privileged service on the database through the inputted user information, the user to view the advertisement on said Web page so as to provide said second service which is the privilege service;

wherein the second service is provided to the user at an independent time and by a different medium from the first service.

20. (previously presented) A program characterized by allowing a computer functioning as a server of a newspaper dealer to execute:

registering at least contractors having subscriber contracts with a newspaper dealer in a database;

preparing an advertisement requested by an advertiser different from said users and placing it in a Web page; and

allowing, in the case when a user is identified as a contractor on the database through the inputted user information, the user to view the advertisement on said Web page as a privilege service provided under said subscription contract;

wherein the advertisement view is provided to the user at an independent time and by a different medium from a delivery of a newspaper.

21. (currently amended) A recording medium that is read by a computer and that stores a program allowing a computer functioning as a server to execute:

registering in a database a supplier for supplying a first non-privileged service and users having contracts with the supplier for the first non-privileged service;

preparing an advertisement requested from the advertiser different from said users and placing the advertisement in a Web page so that the advertisement, which is a second service provided as a privilege service for users having contracts with the supplier for the first non-privileged service, pursuant to said first service privilege contract is viewed; and

allowing, in the case when a user is identified as a contractor user of said first non-privileged service on the database through the inputted user information, the user to view the advertisement on said Web page so as to provide said second service which is the privilege service;

wherein the second service is provided to the user at an independent time and by a different medium from the first service.

22. (previously presented) A recording medium that is read by a computer and that stores a program allowing a computer functioning as a server of a newspaper dealer to execute:

- registering at least contractors having subscriber contracts with a newspaper dealer in a database;
- preparing an advertisement requested by an advertiser different from said users and placing the advertisement in a Web page; and
- allowing, in the case when a user is identified as a contractor on the database through the inputted user information, the user to view the advertisement on said Web page as a privilege service provided under said subscription contract;

wherein the advertisement view is provided to the user at an independent time and by a different medium from a delivery of a newspaper.

23. (previously presented) A method in a data processing system, comprising:

- providing a first service to users;
- registering users of the first service;
- creating an advertisement; and
- displaying the advertisement only to the registered users as a privilege;

wherein the advertisement display is provided to the user at an independent time and by a different medium from a delivery of a newspaper.

24. (previously presented) An advertising server comprising:

- a database which registers a supplier for providing a first service and a user that has a contract with the supplier providing said first service;
- an advertisement preparation unit for preparing an advertisement requested by an advertiser different from said users and for placing said advertisement on a Web page so that said advertisement, which is a second service provided as a privilege service pursuant to said contract, is available for viewing; and
- an advertisement utilization unit which provides the second service by allowing the user to view said advertisement on the Web page.

25. (previously presented) A method in a data processing system, comprising:

- providing a first service to users;
- registering users of the first service;

creating an advertisement; and
displaying the advertisement only to the registered users as a privilege.